WEB REFERENCE GROUP MEETING (August 2011)

Meeting held on Thursday 4th August 2011 at 10am – 11pm, in Committee Room 3 The Chancellery

ATTENDEES:

Adam Goc, Enterprise Architect, ITS
Howard Amos, Deputy University Librarian
John Pejkovic, Operations Portfolio Manager, ITS
Kelley Johnson, Web Manager, Australian School of Business
Tim Bennett, Web Specialist, Central Web Unit
David Turnbull, Manager UNSW Web and Innovation
Judy Brookman, Director, Media & Communications
Keryl Harmon, Academic Administration
Fiona Mclean, Marketing Manager, Faculty of Science

APOLOGIES:

Sue-Anne Chew, Director, Marketing Services
Patrick Stoddart, Manager, UNSW Web & Innovation, Media & Communications
Luc Betbeder, IT Manager, Faculty of Medicine
Kate Clark, Marketing Manager, Faculty of Arts and Social Sciences

Online brand guidelines

Feedback is being collected on the current version of online brand guidelines. The focus is finalising the details and implementation of branding, so no major changes are expected at this point.

Fiona Mclean was interested in how the guidelines will translate to schools and centres. The example given was Chemistry’s colour and navigation. The decision on school colour schemes needs to come from faculties eg Engineering has standardised on red, but this is not set in policy. As far as navigation is concerned, all faculty sites will be using the charcoal global navigation, but no secondary navigation style for schools/centres is specified.

There was discussion around whether to drop “Faculty of” from website headers. Agreement that it is not the reference group’s decision and a wider discussion would be needed to do so. Only a few sites continue to do so and most are moving away from it anyway. Brand guidelines to be amended with screenshots that don’t include “Faculty of...”

For Logos, sub-logo lock-ups and collateral related to the new web branding, contact Kristen Butcher in Marketing Services.

Guidelines need to clarify where header links go. UNSW logo should link to unsw.edu.au. The faculty name should link to the faculty homepage.

Adam Goc opened a discussion on adopting standard terminology for navigation, especially concerning terms presented prospective students (eg “future students”). There was a discussion of the merits of using better terms. David Turnbull talked about the results of user testing which showed students were confused by some commonly-used terms within UNSW. Any standards would need to come from a larger discussion with Student Recruitment and Marketing. Keryl Harmon said it should be evidence-based.

On the question of mandating terminology, Kelley Johnson said the faculties would want ‘wiggle room’. Adam Goc speculated clear terminology could be covered under accessibility guidelines. Another idea is that the terminology could be clearer by reflecting intentions (what users want) rather than identity (who users are).
CMS Survey Update

The working group composed of Adam Goc, John Pejkovic, Patrick Stoddart and David Turnbull resulted in an ITIP proposal to go to tender for which content management systems should be supported by IT. Judy Brookman elaborated that the discussion is really about what services IT should provide, because UNSW isn't really an enterprise web environment; IT can probably only support one or two content management systems. David Turnbull is sourcing the results of UNSW Global’s research into which content management system offered them the best value for money.

Proposed web policy change

Discussion of what clause 4.3 actually means, how it is understood currently, and what it should ideally say. Background from David Turnbull about Pat’s process to identify which CMS’s should have high-level support internally (both server and development support). Adam Goc says there needs to be more explanation of support tiers. Concern was expressed regarding the amendment because it’s possibly confusing to users about what services will be provided, and it was recommended that the CWU continue to have a consultative role so departments don’t continue to source random CMS options but use the finite set recommended.

General discussion of hosting and server policies for the university. Availability (uptime) and cost are major factors. Grouping hosting on CWU servers keeps down ongoing costs for small units.

There is a role for CWU to consult units about which CMS might be suitable for their needs and encourage people to use a supported CMS, but it was agreed the hosting situation isn’t something this policy can necessarily solve.

Corporate Update

Relaunch of the Handbook is coming 22 August. Possible launch dates for corporate site of between 23-29 August. It is in 3 parts: corporate site, events engine, newsroom. The CWU site will be up in September.

Next Meeting:

Thursday, 6 October 2011, 11:00 – 12:00, Committee Room 3, The Chancellery.